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PATENT

Date: 9/24/04

Patti Hespell
Patti Hespell

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

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| APPLN NUMBER 09/658,204 | FILING DATE 08 SEPTEMBER 2000 | FIRST NAMED INVENTOR ELDERING | ATTY. DKT. NO. T723-00 |
| TITLE TARGETED ADVERTISING THROUGH ELECTRONIC PROGRAM GUIDE | | ART UNIT 2611 | EXAMINER USHA, RAMAN |

Assistant Commissioner for Patents
Arlington, VA 22313

AMENDMENT

This Amendment is being submitted in response to the Office Action mailed May 7, 2004, the current response date being extended two months to October 7, 2004 with a two-month extension submitted herewith. Please enter the following amendments and consider the following remarks.

Amendment

-1-

09/658,204